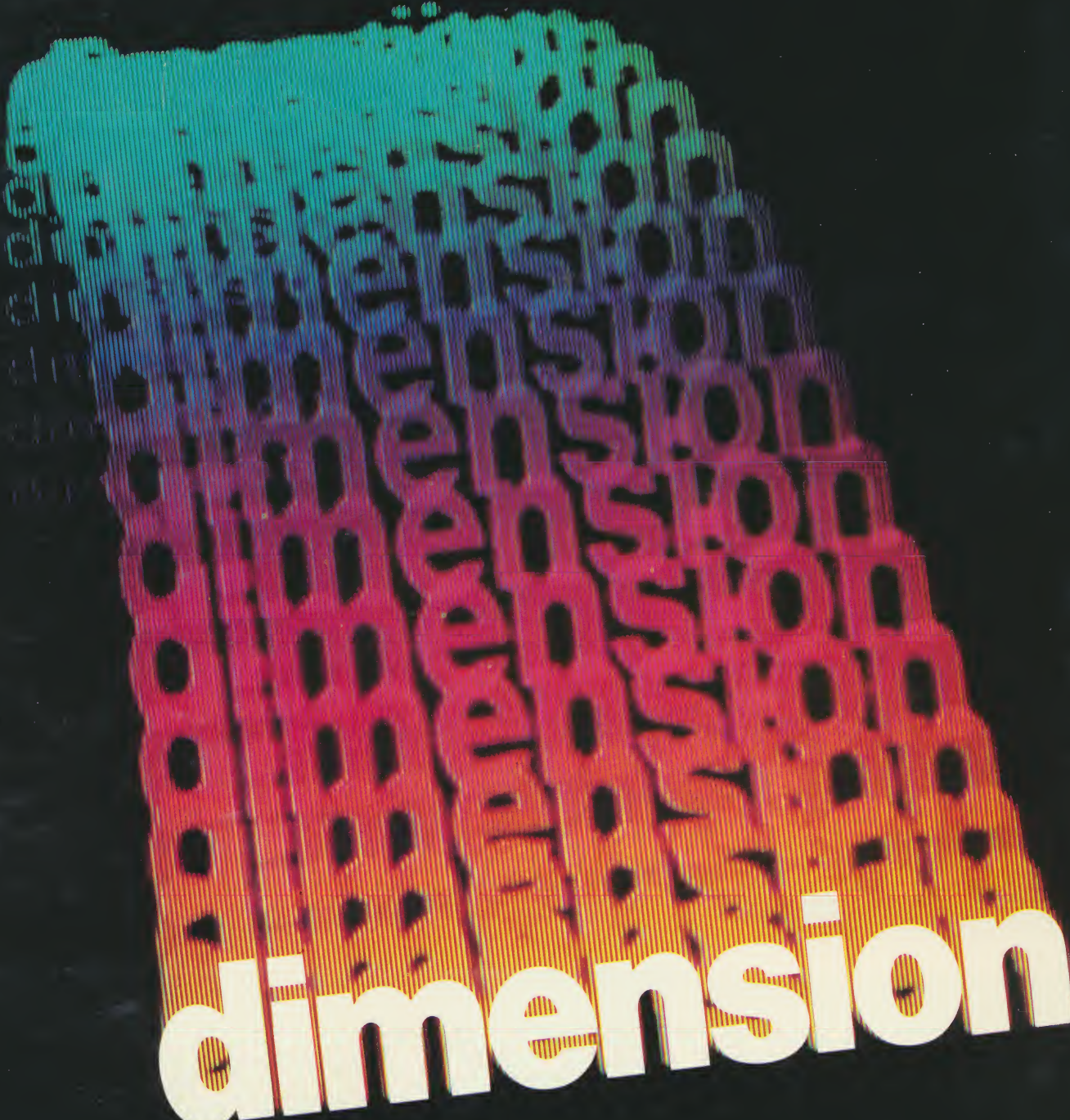




dimension

The new PBX
communications system
for growth industries...



dimension

Dimension® PBX is the new communications system designed to make every employee from chief executive to mail-room clerk more efficient and productive. To handle every telephone function your company uses more efficiently than ever. To perform some duties telephones never could before. And to do all this with cost-efficient savings never before possible.

The new Dimension PBX system utilizes a solid-state, stored-program unit based on the most advanced electronic technology. By introducing a new multi-purpose family of station sets, Electronic Custom Telephone Service provides the means to utilize Dimension PBX features in the fastest, most effective manner... visibly reminding users of the features available and simplifying access to them, so that both customized and key features are used to their best advantage.

Dimension PBX offers more than 150 specific capabilities, all aimed at increasing your employees' productivity... controlling and minimizing your communications costs... increasing your return on the investment you make in communications equipment.

Since the Dimension PBX is a customized system and you are in control of it on-site, it's relatively simple to adjust services to the special communications needs of your business. Some of its features will immediately be very important to you, others may not. You will select from a wealth of available options, always with the knowledge that you can change, modify or expand your Dimension PBX services as your company grows and new needs arise.



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DIALING TIME IS LOST TIME

Your company's phones may be dialed hundreds or even thousands of times a day. On calls placed frequently to the same number... a common application... use of the speed calling or abbreviated dialing feature permits dialing 10 or 11 digits by merely accessing 2 or 3 buttons on your set, thereby saving valuable time. And even more time when key employees use identifying codes before placing long-distance calls. That may mean dialing 15 or more digits to include codes... codes that can change according to where the call's placed. But Dimension PBX has a **Uniform Numbering** feature that makes 7 digits sufficient in most all cases. It not only cuts dialing time but does away with numerous information calls and directory searches.

Probably repeated dialing wastes the most time when someone tries to reach a number that's busy. Dimension PBX has a unique **Deluxe Queuing** capability which permits



you to hang up whenever you get a 'busy' signal... or leave your phone off the hook in another version... and just wait for an immediate call back as soon as the phone is free. Never again need anyone dial again and again to finally reach the party.

Meanwhile, when you're the one carrying on the long phone conversation and you receive another call, a flashing light signals that someone is waiting. There's even **Music on Hold** to make things a little more pleasant for those waiting for you to hang up.

IS CALLING A MEETING WORTH THE TIME?

Calling personnel together for meetings or conferences can be a real time-consumer. But Dimension PBX has a **Three-Way Conference** feature making possible quick and easy telephone 'meetings' involving



as many as 3 people in or out of the office...and all without leaving their desks.

You may choose the **Custom Intercom** to speed up intra-office contacts, and you may also have a **Loudspeaker Paging** feature for quick location of personnel away from their desks.

EVEN VIP CALLS GO ECONOMY CLASS

If saving employee time is critical, curbing high telephone cost is also most essential...especially if your firm depends on a great deal of long-distance phoning for doing business.

Dimension PBX has a unique feature, **Automatic Route Selection**, which is a break-through in cost control. Whenever a long-distance call is placed, the system automatically selects the least expensive routing from among the WATS, foreign exchange and direct-dialing lines you have available.



Properly programmed, your Dimension PBX System can even take advantage of after-hours rates in various time zones as it makes its route selection. And if the most desirable routing is temporarily tied up, Dimension PBX then selects the most economical second choice to put your call through immediately.

YOUR EXECUTIVES USE OFFICE PHONES FROM HOME

The more fully you can use your telephone equipment, the greater the return on your investment in it.

Dimension PBX has a **Remote Access** feature which lets key sales personnel on the road make their calls through home-office facilities simply by dialing a personal security number before placing each call.

The same thing holds true for your executives and other management-level people. In this easy manner they can utilize Dimension PBX facilities while on trips or even at home.

Twenty-four hours a day...seven days a week...they have full company communications facilities at their disposal. This tends to extend their hours 'on the job'...all to the company's benefit.



MAKING SURE THE MAIL CLERK DOESN'T CALL HAWAII

In the case of junior employees or those without authorization, you may want to limit phone use. Again, the use of dialing codes permits personnel with legitimate business to make full use of Dimension PBX facilities. But anyone without a personal security code may be limited by the **Call Restriction** feature. Some phones may accept local calls only. This automatic control of phone service...without tying up supervisory personnel...can mean very substantial savings.

RECORDS OF EVERY DETAIL OF EVERY CALL... AUTOMATICALLY

In addition to controlling the use of your phones, Dimension PBX also offers other means of controlling costs...simply by keeping detailed records of every call automatically.

With the **Station Message Detail Recording** feature, your Dimension PBX supplies complete information on every out-going and in-coming call: point of origin...route used...number called...date...time of day...length of call...caller's authorization or account code.

There's no more effective way of keeping accurate track of all your telephone expenses by department, by employee, by project, by client served. This data is recorded on magnetic tape, printer, paper tape punch or your own storage device via an industry standard interface. There's no longer need to have anyone check and manually record calls.



SEVERAL BUILDINGS OR OFFICES: ONE DIMENSION PBX SYSTEM

A Dimension PBX system makes possible additional economies when it serves several buildings in a 'campus' setting or even when main and branch offices are in different parts of town. In this way, costly duplications of trunk lines and other major hardware may be avoided. Several facilities may even be served by 'operators' at one central location who efficiently route each call to its correct destination. And such centralization can materially reduce communications personnel needs...and their expenses.



YOU'RE ALWAYS IN CONTROL OF YOUR DIMENSION PBX

At the heart of the Dimension PBX system is the **Customer Administration Center**. It provides you with instant, on-site control of your communications system, making possible the activation and de-activation of features...the modification of calling privileges and routings...re-arrangements and changes of a wide variety of functions as well as telephone number changes. In addition, it supplies you with reports...daily, hourly or upon request...covering its own operational status.



CAN BE PHASED INTO YOUR PRESENT COMMUNICATIONS SYSTEM

You might, of course, choose to replace your present telephone set-up with a complete, new Dimension PBX system. Or budget considerations might dictate that you change over one location of a multi-location configuration at a time. This way, you get immediate benefit from some of the Dimension PBX features...spread costs over a longer period...build toward the complete Dimension PBX System with all the advanced communications capabilities it will provide.



ALL THIS AND COMPLETE BELL SYSTEM BACKING

We're easy to do business with! Your Dimension PBX Communications System will be backed by the in-depth support of the nationwide Bell System Marketing and Service team. That means ease of installation, reliability in meeting dates within your delivery schedule, and comprehensive billing. Dimension PBX has its own built-in remote testing capabilities which make it possible for it to be monitored and tested right from Bell headquarters, thereby quickly isolating and diagnosing any problem to be corrected.

Bell's experienced problem solvers always stand ready to custom-tailor the Dimension PBX system designed to bring your business the highest communications efficiencies along with communications price/performance to meet your corporate objectives. In these days of increasingly critical demands on business communications, the system is the solution.



**The
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